

# ASM GLOBAL

Amazing Experiences,  
World Class Security



IMAGINE THE EXPERIENCE

## AMAZING EXPERIENCES, WORLD CLASS SECURITY

As the world's leading venue management and services company, ASM Global brings entertainment, excitement and opportunity to millions of people across the world. Our mission is to realise the potential of some of the world's greatest places, spaces and events to create amazing experiences for our guests and provide exciting opportunities for our team members.

Delivering great experiences is dependent on creating a safe and secure environment for our customers and employees. That's why security is at the forefront of every event and every venue, from Stockholm to Aberdeen.

The Covid-19 pandemic has added additional complexity to the events management industry. In response, ASM Global has developed VenueShield, a comprehensive and world class program, at more than 325 facilities around the world, providing the highest levels of cleanliness and safety. This adheres to all government guidance as venues and spaces reopen to the public with the intention of delivering a welcoming and safe environment for all.

Safety and security go hand in hand and, connected with VenueShield, we approach all our venues with world class security.

### WHAT IS WORLD CLASS SECURITY?

World class security reduces risk to as low a level as reasonably practicable while still maintaining a friendly and welcoming atmosphere for our customers and clients. We recognise that completely eradicating risk is almost impossible but that we have the ability to make our venues and events as safe as we can, working with our teams and specialist external advisers to find the best solutions.

We achieve this by developing clear and widely understood policies and processes, appointing a security expert to oversee all activity, empowering team members through regular training and working with national and local police forces and national counter terrorism security advisors. In this document, we'll demonstrate the work being done to ensure world class security in all our venues across Europe.

***“World class security reduces risk to as low a level as reasonably practicable while still maintaining a friendly and welcoming atmosphere for our customers”***

### ASM GLOBAL'S TEN STEPS TOWARDS WORLD CLASS SECURITY

1. Establishing an effective leadership and governance team
2. Understanding the risks by ongoing monitoring of security threats, e.g. briefings from police or government security agencies
3. Adopting a standardised security risk assessment approach
4. Conducting counter terrorism vulnerability assessments with experienced external advisers
5. Implementing physical security measures
6. Developing a security culture internally
7. Prioritising cyber security measures
8. Providing regular training and development
9. Monitoring and evaluating
10. Regular testing and exercising of plans and procedures

## WORLD CLASS SECURITY MUST COME FROM THE TOP

The landscape of security at large events changed dramatically in May 2017, impacting the entire industry across many different countries. In 2018, ASM Global appointed Gary Simpson as our European Security Director to develop and implement a security strategy that is integral to our plans and ambitions as a business.

ASM Global has established a Leadership and Governance team that is invested in the safety and security of every event and venue. We have established clearly defined roles and responsibilities and regular communication between our leadership and security providers who provide on the ground stewarding and security.

When everyone is clear on the role they have to play in making security a reality, then they are empowered to take action and bring safe practices into their everyday working life.



## INTRODUCING GARY SIMPSON, SECURITY DIRECTOR, ASM GLOBAL

I joined ASM Global in 2018 to support the business in creating amazing experiences grounded in world class security.

Responsible for developing and implementing ASM Global's European Security Strategy, I work closely with our teams in every venue to bring our aims to life. From regular risk assessments to training and development, I'm involved in every aspect of making our venues safe and secure.

Before joining ASM, I worked at Manchester United Football Club, responsible for all aspects of event safety and security at Old Trafford, as well as across the UK and abroad. I had the pleasure of ensuring the people of Manchester and visitors could enjoy matches and events safely and securely.

I spent many years with the military and the police, most recently in the Greater Manchester Police. My focus was specialist operations including assessing risks, coordinating and developing plans to mitigate potential criminal and terrorist threats to public events and major operations

It's been a privilege to take the skills, insights and relationships I've developed over the years and bring these to venues across the UK and Europe including the first direct Arena, Leeds, Utilita Arena, Newcastle, and the AO Arena, Manchester.

Gary Simpson, Security Director, ASM Global  
[Gary.Simpson@eu.asmglobal.com](mailto:Gary.Simpson@eu.asmglobal.com)



## BRINGING WORLD CLASS SECURITY TO OUR VENUES

Twice a year, ASM Global carries out a detailed risk assessment of each of its venues with spot checks throughout the year. This bespoke tool, which is standardised across ASM Global's European venues, uses a set methodology for auditing the security performance of each venue. Every detail is examined regarding the geopolitical context and the physical context of the venue itself.

When assessing a venue, we gather information from government security agencies and from local police forces to understand threat levels in the nation as a whole, but also within towns and cities specifically. For example, every region within the UK has its own profile which must be taken into consideration when assessing the overall risk to the venue. What is true for Aberdeen may not be true for Wembley, and a bespoke approach is needed.

Some of the safety and security challenges faced today include:

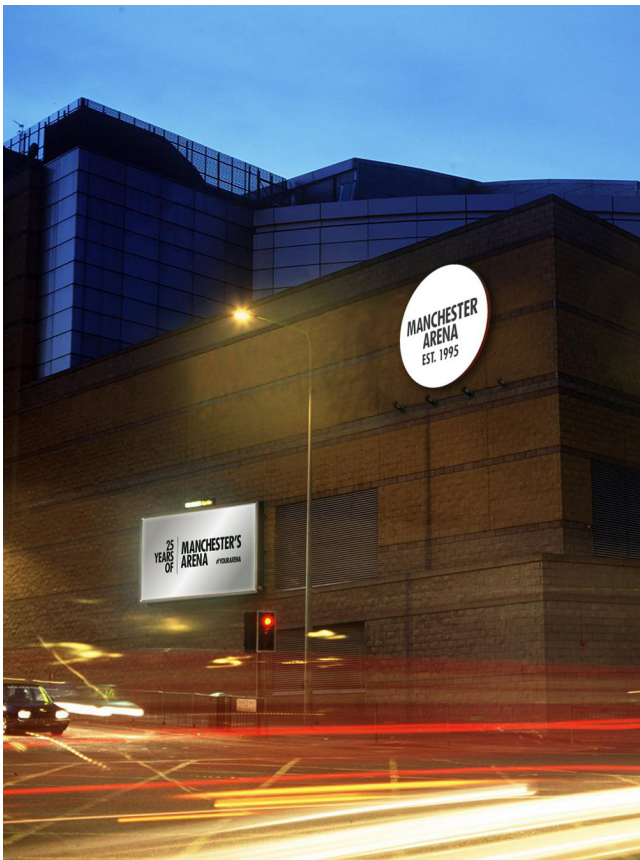
- Cyber-breaches or attacks
- Disorder and anti-social behaviour
- Fire
- Fraud
- Information security and intellectual property theft
- Personal security and insider threat
- Protest or business disruption
- Terrorism
- Theft



Other elements for consideration include the physical aspects of the venue itself. Some venues are close to local amenities and transport hubs while others are in out of town locations with more space around.

We are also deeply invested in the science of crowd management as a way to make the event experience a positive and safe one. Crowd management is an integral part of our security plans. Understanding that the demographics of audiences differ, which impacts how people behave or react in different situations, enables us to make going to a concert or conference a well-designed and safe process.





## RECENT IMPROVEMENTS AT OUR VENUES

ASM Global has augmented or implemented a number of security improvements at our venues. These include:

- Updated CCTV
- Upgraded Automatic Access control systems to prevent unauthorised access
- Enhanced search and screening protocols
- Installation of hostile vehicle measures
- Facilitated scenario workshops with venue management and third parties including police, fire brigade and ambulance teams
- Formal annual counter-terrorism training
- Regular security briefings to staff
- Auditing security contractors and measuring them against stringent key performance indicators (KPIs)

***“In 2019, ASM Global invested over £1m across Europe in security updates and improvements.”***

## THE FUTURE OF WORLD CLASS SECURITY

Over the years, ASM Global has made significant strides towards world class security but our work continues to make all our venues the best they can be. New technology and advanced horizon scanning will be vitally important in the coming years.

ASM Global's security team, led by Gary Simpson, will continue to be engaged with the geopolitical context in every country, city and region, by understanding evolving risks. What is perceived to be the biggest risk in the past, may not be the biggest risk in the future. By assessing and measuring this, ASM Global can ensure our venues are best placed to adapt to these challenges.

***“Artificial intelligence has the potential to revolutionise security screening at our venues”***

New technology such as artificial intelligence (AI) has the potential to revolutionise security screening. ASM Global is testing cutting-edge tech at live events that make the search process more efficient and more secure for guests and employees. We are also looking into enhanced CCTV technology which can analyse movement, identifying suspicious behaviour and allowing security staff to address issues before they arise.

**We are committed to creating amazing experiences that are fun, enjoyable and above all safe and secure.**



## ASSESSING RISK REGULARLY: FIRST DIRECT ARENA, LEEDS



A hub of culture in the north of England, Leeds is a city where music, arts and entertainment really matter. first direct Arena has been part of that environment for many years, hosting live music, comedy, entertainment shows and sporting events.

To achieve world class security at first direct Arena, we carry out regular risk assessments that look at the geopolitical context of the area. It's important to understand the UK risk level but also to gather information from local police forces to analyse the specific factors that are unique to Leeds.

As well as assessing the geopolitical context, risk assessments for the Arena include the physical aspects of the venue itself, such as its location, proximity to roads, and building design features. We then adapt our security approach accordingly.

We work closely with local authorities and emergency services to plan for events, running scenario workshops to put theory into practice and help familiarise everyone with protocols.

ASM Global's risk assessments ensure that security is integral to every event and have allowed us to make security improvements to first direct Arena, from updated technology to increased training for staff. All of these activities ensure that our guests have the best experiences they possibly can.

*“Security is embedded in everything we do. I recently took part in a scenario workshop with our local police, fire and ambulance crews to help us prepare for a range of possible emergency situations. The great relationships we have with our local services and community make the Arena what it is.*”

*By putting security at the forefront of our work, we aim to make our venues enjoyable, entertaining, and secure places for the people of Yorkshire both today and in the years ahead.”*

**Jen Mitchell, General Manager,  
first direct Arena, Leeds**

## SECURITY AT HIGH-PROFILE EVENTS: P&J LIVE ABERDEEN



Gateway to the north-east of Scotland, Aberdeen is a lively, cosmopolitan city that continues to grow and evolve. P&J Live is a brand new, state of the art venue that was purpose built to host concerts, conferences, exhibitions and live experiences. The venue has hosted numerous high-profile events, including BBC Sports Personality of the Year and Offshore Europe.

High-profile events can pose multiple security challenges. Preparation is therefore crucial to ensure that all guests have an amazing experience.

The inaugural event in P&J Live was Offshore Europe, an international Oil & Gas Conference and Exhibition, which takes place biennially in Aberdeen. Ahead of opening we completed a risk assessment which not only dictated the security measures we had in place but also the design of the event too.

As we assessed the threat level in the UK and in the region, we received information about a potentially large scale protest and therefore increased liaison and planning took place with Police Scotland. Ahead of the event, we carried out table-top exercises

with challenging scenarios that covered a range of security issues. We used the opportunity to include the Offshore Europe event organisers along with the ASM Global team and over 70 attendees including representatives from Aberdeen City Council, and local emergency services.

A month before the event, we carried out three low-capacity test events including a practice evacuation which allowed us to test the building infrastructure and systems but also gave us a great opportunity to familiarise the staff with our new emergency procedures.

OffShore Europe was a huge success. The climate protests (facilitated on site with the consent of the client) were well-managed thanks to a set of protocols agreed during our planning phase.

With regards to the planning exercises, the Regional Resilience Coordinator, Scottish Government commented that “the exercise went off very well and it was well received and facilitated. The scenarios were relevant, well delivered and you were very good at getting to the crux of the issues.”

**IMAGINE**  
**WHAT WE CAN DO**  
**TOGETHER!**



**IMAGINE THE EXPERIENCE**